

MADD Canada Post-Assembly Survey Program Summary

Throughout the 2015-2016 school year, MADD Canada travelled to schools across the country for its school assembly program, “24 Hours”, with the purpose of educating students about the dangers of impaired driving. Environics Research designed a three-part research study to evaluate the effectiveness of the school assembly presentation in influencing students’ attitudes and behaviours regarding the use of alcohol/drugs and driving practices.

Methodology

Three online surveys were conducted as part of this study:

- A baseline survey with 531 Canadians aged 13 to 19 recruited from an online panel with representative quotas for region, gender and age
- A post-assembly survey with 6,548 students conducted within five days after they saw the presentation
- A 3-month follow-up survey with 846 students

Students who attended the assembly were given a bookmark with the survey URL in order to voluntarily take part in the survey. Students who completed the post-assembly survey were contacted by email three months later and asked to complete the follow-up survey. Students who completed both surveys were entered into a draw for a chance to win one of 12 prizes.

The results of the baseline survey were statistically weighted to ensure it reflects the regional and demographic composition of the youth population according to the 2011 Census information. Both the post-assembly and 3-month follow-up surveys were weighted to match the age and gender composition of the baseline survey, to ensure valid comparisons could be made between the two data sets.

Results Summary

Overall, the survey results indicate that MADD Canada’s 2015-2016 School Assembly Program is well-regarded by participating students, who had largely positive reactions to the presentation. They took away the main message about not drinking and driving, as well as messages about the impacts of such behaviour and the precautions they can take. A co-occurrence network diagram provided at the end of this summary demonstrates the relationships between the most frequently words used to describe the main message of the presentation.

Post-assembly, eight in ten (80%)* students say the assembly was effective at delivering its message not to drive while impaired. In the same survey, nine out of ten (89%)* agree that the presentation is aimed at people like them, and seven out of ten students (69%)* believe it is realistic. Two-thirds of students (66%)* believe the presentation will be effective in changing behaviours regarding impaired driving.

The aspect of the presentation that stood out the most was the testimonials for real-life victims of impaired driving, with half (51%) selecting this as the most influential scene. Almost all (97%) support a similar presentation next year.

**These scores are based on a scale of 1 to 10; each of the figures stated here represent a rating of at least 8/10.*

